ARCHIE SERIES
APPROVED BY THE COMICS CODE AUTHORITY
15¢
SEPT.
NO. 172
MAC
Jughead
YES, I DO MIND YOU DOING A LITTLE BROWSING!
JOLLY GOOD
ICE CREAM
NY 169
STRAW

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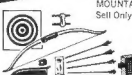
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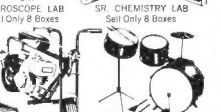
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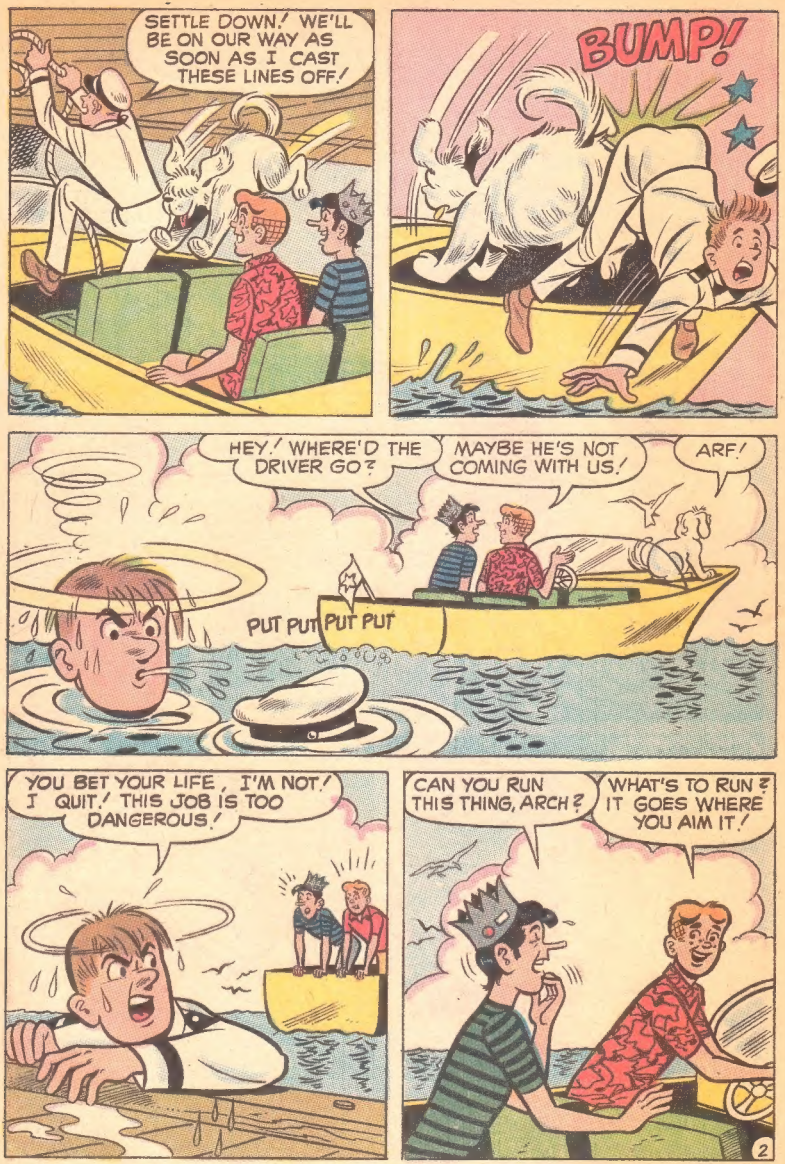
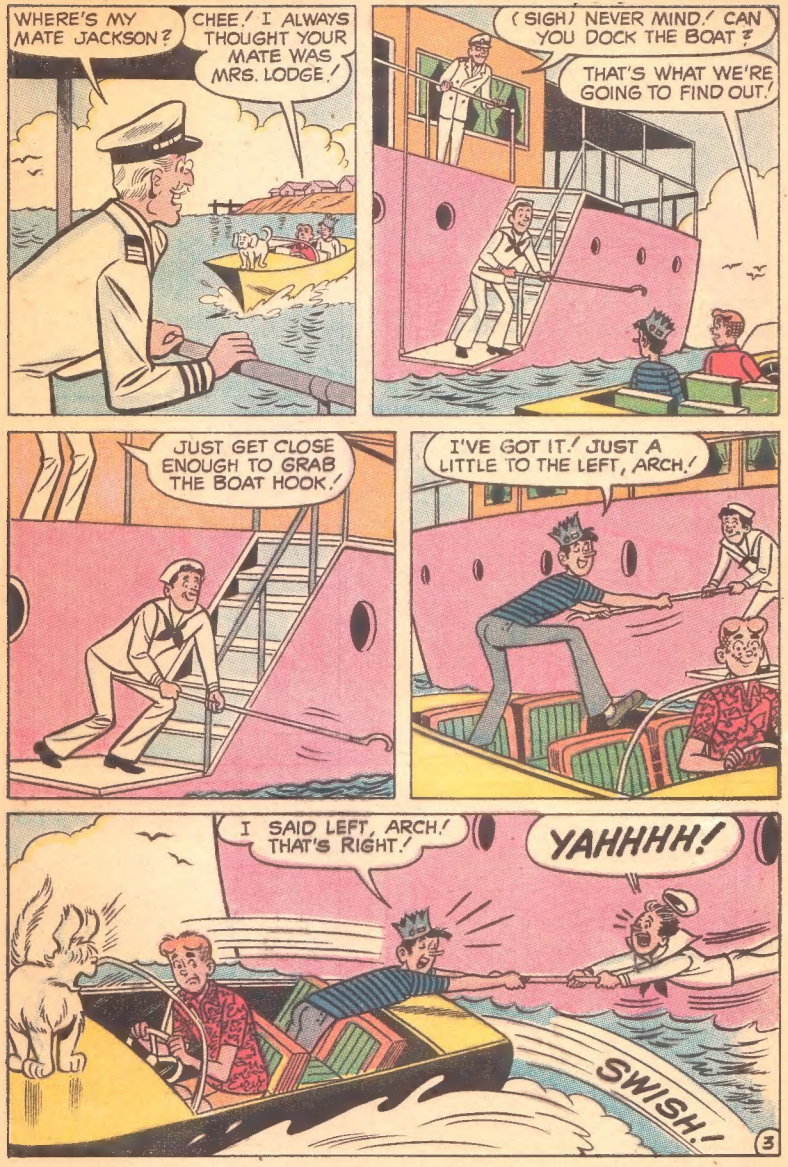
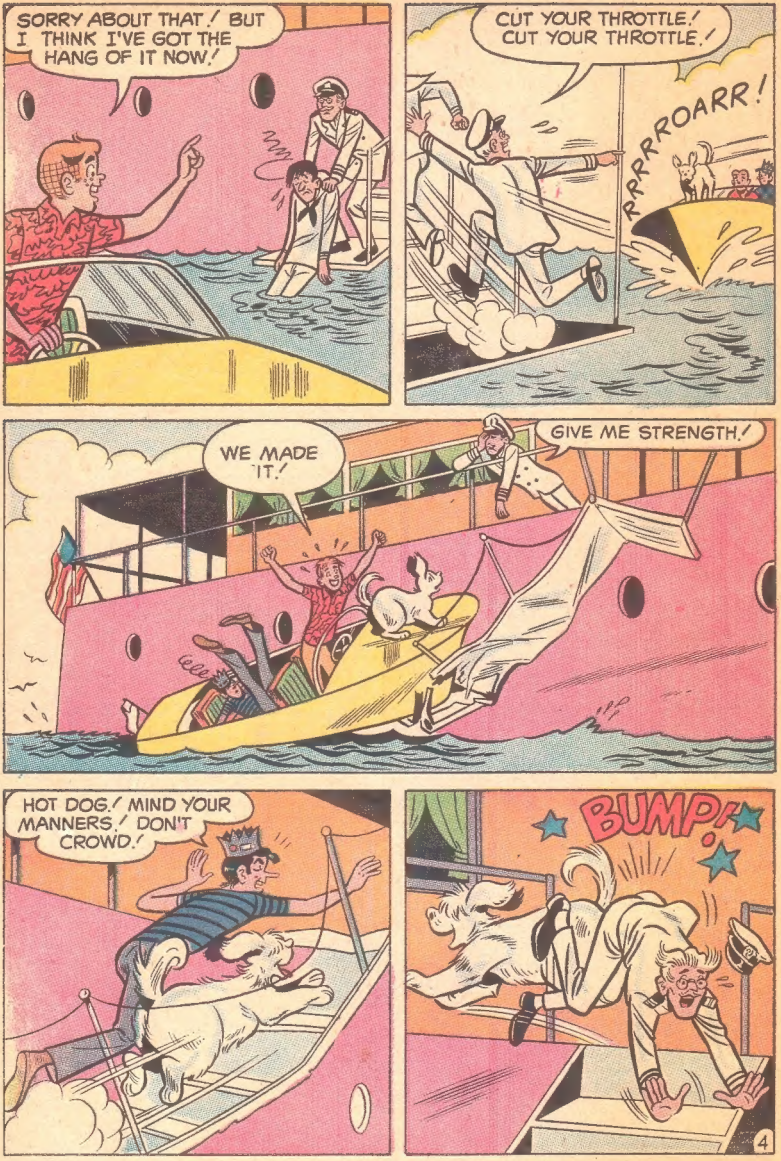
OLYMPIC SALES CLUB, INC., Dept. 69AC6, Windsor Locks, Connecticut 06096

Jughead
IN
"The BOAT RIDE"
LIKE WOW, MAN! THAT'S WHAT I CALL A BOAT!
WHEN THEY'RE THAT BIG THEY'RE CALLED "SHIPS" DUNKHEAD!
MISS VERONICA SENT ME TO RUN YOU BOTH OUT TO THE "YACHT"!
OW! YOU'RE STANDING ON MY HAND!
CRUNCH!
OOPS!
KRAK!
UGH!

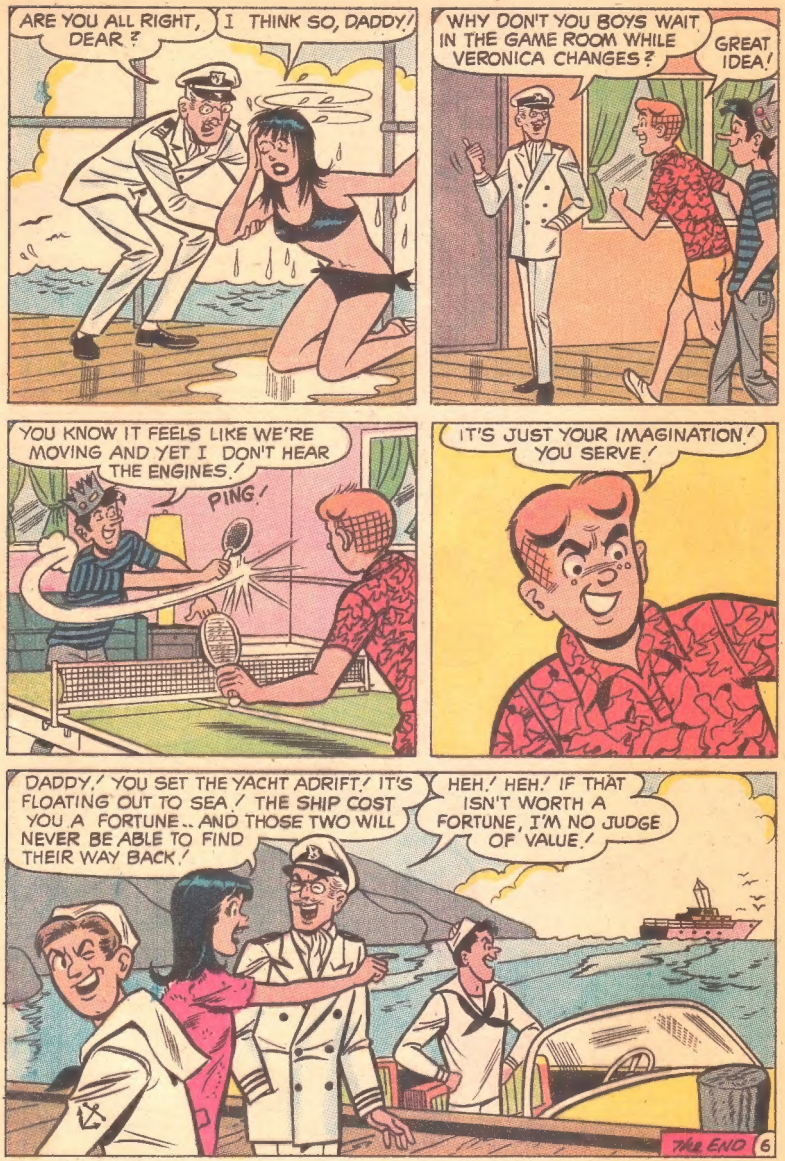
JUGHEAD, No. 172, September, 1969. Published Monthly by ARCHIE COMIC PUBLICATIONS, INC., Second and Dickey Streets, Sparta, Illinois 62286. Executive and Editorial offices: 1116 First Avenue, New York, N.Y. 10021. Chicago office: 166 E. Superior Street, Chicago, Ill. 60611. Second Class Postage Paid at Sparta, Illinois under the Act of March 3, 1879. Title registered U.S. Patent Office. Yearly subscription $1.80 in U.S.A.; single copies 15c. Copyright © 1969 by Archie Comic Publications, Inc. No actual person is named or delineated in this fiction magazine. All rights reserved. © Under Universal, International and Pan-American Copyright Conventions. Printed in the U.S.A. This periodical may not be sold except by authorized dealers and is sold subject to the conditions that it shall not be sold or distributed with any part of its cover or markings removed, nor in a mutilated condition, nor affixed to, nor as part of any advertising, literary or pictorial matter whatsoever.


SETTLE DOWN! WE'LL BE ON OUR WAY AS SOON AS I CAST THESE LINES OFF!
BUMP!
HEY! WHERE'D THE DRIVER GO?
MAYBE HE'S NOT COMING WITH US!
ARF!
PUT PUT PUT PUT
YOU BET YOUR LIFE, I'M NOT! I QUIT! THIS JOB IS TOO DANGEROUS!
CAN YOU RUN THIS THING, ARCH?
WHAT'S TO RUN? IT GOES WHERE YOU AIM IT!
2


WHERE'S MY MATE JACKSON?
CHEE! I ALWAYS THOUGHT YOUR MATE WAS MRS. LODGE!
(SIGH) NEVER MIND! CAN YOU DOCK THE BOAT?
THAT'S WHAT WE'RE GOING TO FIND OUT!
JUST GET CLOSE ENOUGH TO GRAB THE BOAT HOOK!
I'VE GOT IT! JUST A LITTLE TO THE LEFT, ARCH!
I SAID LEFT, ARCH! THAT'S RIGHT!
YAHHHH!
SWISH!
3


SORRY ABOUT THAT./ BUT I THINK I'VE GOT THE HANG OF IT NOW./
CUT YOUR THROTTLE./ CUT YOUR THROTTLE./
RRRROARR!
WE MADE IT./
GIVE ME STRENGTH./
HOT DOG./ MIND YOUR MANNERS./ DON'T CROWD./
BUMP!
4

DID YOU LOSE YOUR BALANCE, SIR?
GROAN
WHEN I INVITED YOU THREE ABOARD, I THAT'S WHEN I BECAME UNBALANCED.!
WOW!
DO YOU LIKE IT? I JUST GOT IT.! WOULD YOU LIKE A PICTURE OF ME IN THIS DIVINE BIKINI?
YEAH.!
ALL SET? HOLD THAT POSE.!
NO.! HOT DOG.!
HE'S SUCH A HAM.! HE ALWAYS WANTS TO GET INTO THE PICTURE.!
BUMP!
5


ARE YOU ALL RIGHT, DEAR?
I THINK SO, DADDY!
WHY DON'T YOU BOYS WAIT IN THE GAME ROOM WHILE VERONICA CHANGES?
GREAT IDEA!
YOU KNOW IT FEELS LIKE WE'RE MOVING AND YET I DON'T HEAR THE ENGINES!
PING!
IT'S JUST YOUR IMAGINATION! YOU SERVE!
DADDY! YOU SET THE YACHT ADRIFT! IT'S FLOATING OUT TO SEA! THE SHIP COST YOU A FORTUNE.. AND THOSE TWO WILL NEVER BE ABLE TO FIND THEIR WAY BACK!
HEH! HEH! IF THAT ISN'T WORTH A FORTUNE, I'M NO JUDGE OF VALUE!
THE END

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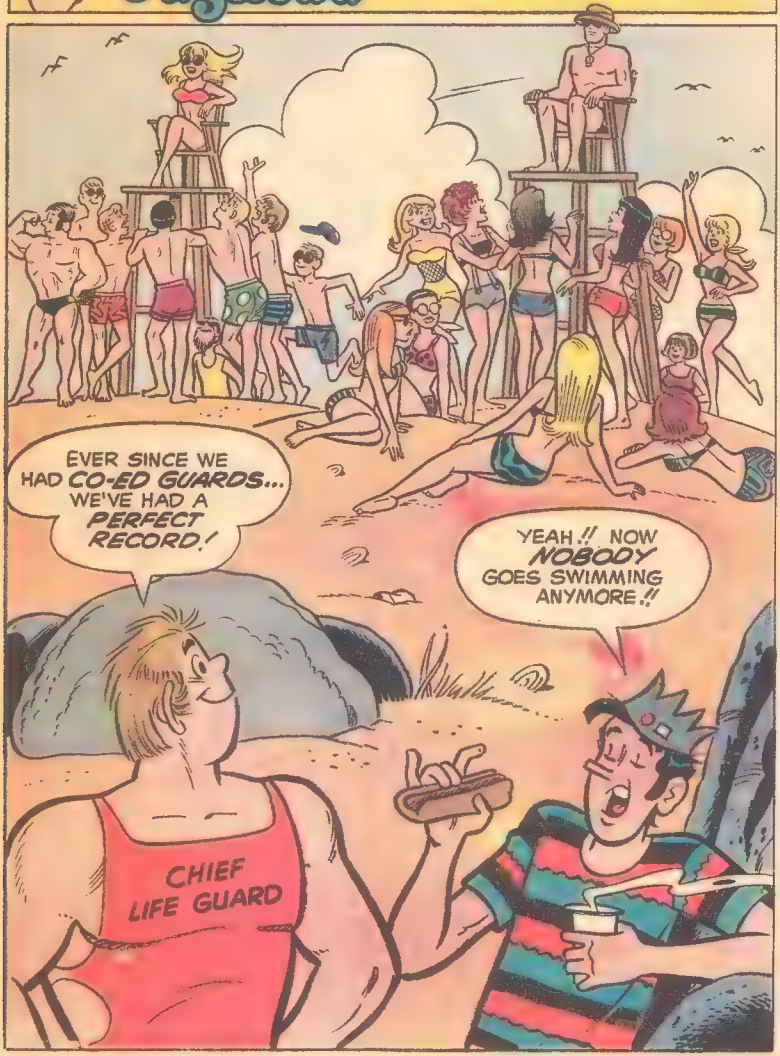
It's not Summer without it.

Always look for the red sicle ball, sign of the real thing.

Lil JINX
HELP!
?
SOCK
KRAK
BAM
BAM
SOCK
TOY NURSE KIT
END

Jughead PIN UP



Win a new 10-speed racer. Enter the Road America 200 bike ride.

Don't miss Cadet's ROAD AMERICA 200. It's the summertime winner for all bike riders. Everyone — from 8 to 15 years of age—who rides 200 miles on his bike during summer vacation can win a prize. You start counting the miles on June 1, and you have until the last day of August to finish.

Road America 200 Jacket Patches

Every contestant who rides his bike 200 miles during the three-month period will be awarded the handsome jacket patch of a contest winner.

Ten Grand Prize Winners

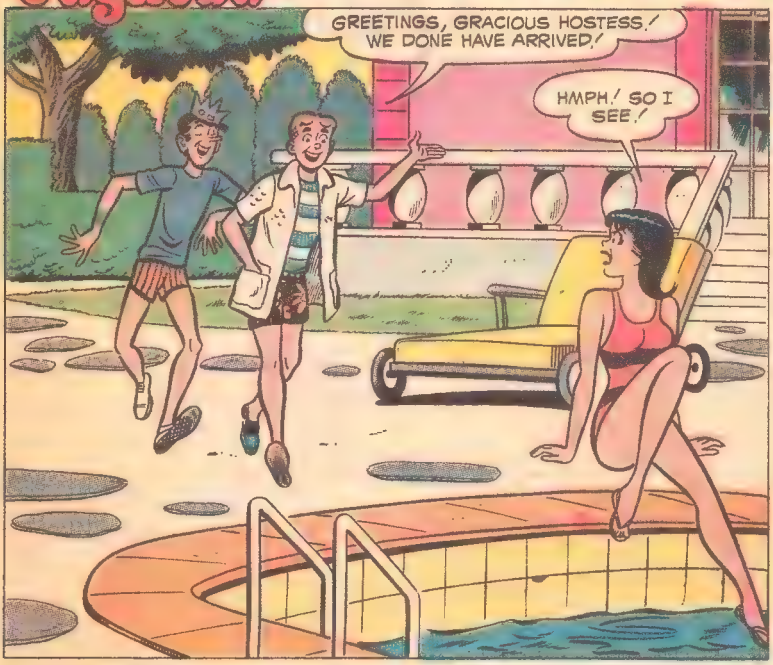
New 10-speed racing bikes will be the grand prizes for the ten 200-mile finishers who write the most original endings to the sentence: "My bike speedometer helps me ride more safely because . . ." (Your reason must be written in 25 words or less. Winners will be chosen by a team of independent judges.)

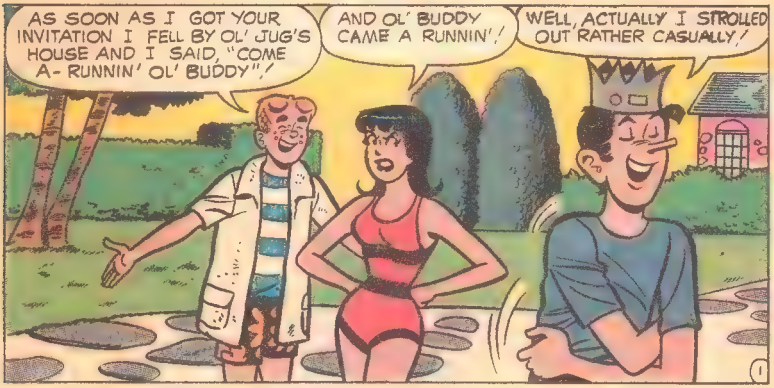
Get ready for the June 1 start of the ROAD AMERICA 200. Get your free entry blank and ROAD AMERICA 200 bike decal at any participating bike shop, toy or department store in your neighborhood. The Road America 200 is sponsored by Stewart-Warner, makers of the famous Cadet bike speedometer.

The day you enter the contest, your dealer will fill in the starting mileage you have on your bike speedometer. (You are eligible with any make of bike speedometer — if you don't have a bike speedometer, your dealer can show you the type best suited for your bike.)

It's 200 miles of fun. Every contestant who finishes is a winner. Everyone who rides 200 miles during the summer has a big chance to be a grand prize winner.

Jughead in "The UNWANTED"




AS SOON AS I GOT YOUR INVITATION I FELL BY OL' JUG'S HOUSE AND I SAID, "COME A- RUNNIN' OL' BUDDY"./
AND OL' BUDDY CAME A RUNNIN'./
WELL, ACTUALLY I STROLLED OUT RATHER CASUALLY./

WHAT KIND OF A DING-A-LING ARE YOU ANYWAY?
HUH?
I INVITED YOU TO COME! YOU! Y-O-U-! YOU!
-AND, THAT DOESN'T MEAN OL' JUG!
SHHH!
HE'S MY BEST FRIEND! I CAN'T HURT HIS FEELINGS!
WELL, I CAN!
AW, RON! LOOK HOW MUCH FUN HE'S HAVING! IT WOULD BE CRUEL! IT'D BE LIKE ME TYING A CAN TO A PUPPY'S TAIL!
WELL, HE'S NO PUPPY! BUT, THAT'S EXACTLY WHAT I HAD IN MIND!
2

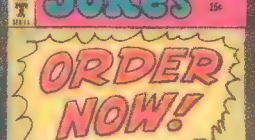
LOOK! HE'S LIKE A BIG KID!
GOOD! LET HIM FIND A BIG PLAYGROUND!
HA HA! VERY GOOD, JUG! HOW ABOUT THAT, RON? FUNNY, EH!
I'M HYSTERICAL WITH GLEE! HA HA!
HOW ABOUT YOU TWO? DON'T YOU WANT TO HAVE SOME FUN?
THAT WAS MY INTENTION WHEN I INVITED ARCHIE OVER!
3

SURE IT WAS,! AND, LOOK WHAT'S HAPPENING ? ... OL' JUG IS REAPING ALL THE BENEFITS.!
HMPH.! "OL' JUG".! WE'RE BACK TO THAT AGAIN.!
SO REAP WITH OL' JUG! I'M GOING IN.!
TINKLE
TINKLE
SLAM!
TINKLE
TINKLE
4

TROUBLE, DEAR?
JUGHEAD JONES!!
HE'S ALWAYS DRAGGING ALONG AFTER ARCHIE! AND I THINK THREE IS A CROWD!
HE RUINS MORE DAYS FOR ME THAN THE WEATHER BUREAU!
(SIGH) SOMETIMES YOU'VE JUST GOT TO BE BLUNT, DEAR!
IT'S NOT RIGHT THAT SOMEBODY ELSE SHOULD RUIN YOUR DAY AT YOUR OWN POOL! YOU'LL JUST HAVE TO TELL HIM TO GO!
YOU'RE RIGHT, DADDY! IT'S MY POOL! MY DATE! IF HE WON'T TAKE A HINT I'LL JUST HAVE TO EVICT HIM!
5

RONNIE! WATCH OUT!
EEP!
JUGGIE! YOU SAVED MY LIFE!
AW, C'MON FOR A SWIM, WILLYA?
OH, GET LOST, ARCHIE!
ARE YOU COMFY, JUGGIE?
YOU FIGURE HER OUT!
The End

GET IN THE GROOVE FOR A GIANT FUN-IN! FILL OUT THE COUPON BELOW AND ORDER THE COMICS OF YOUR CHOICE!



CUT OUT THIS COUPON

ARCHIE QUARTER COMICS, 1116 First Ave., New York, N.Y. 10021

Please send the following ARCHIE GIANT COMICS. I enclose 25¢ in coin for EACH TITLE checked below:

- ☐ ARCHIE ANNUAL #21
- ☐ REGGIE'S WISE GUY JOKES #8
- ☐ EVERYTHING'S ARCHIE #4
- ☐ JUGHEAD'S JOKES #14
- ☐ ARCHIE'S PALS 'N' GALS #53
- ☐ LITTLE ARCHIE #55
- ☐ ARCHIE'S MADHOUSE ANNUAL #7
- ☐ ARCHIE'S JOKES #163
- ☐ BETTY & VERONICA SUMMER FUN #164
- ☐ THE WORLD OF JUGHEAD #166
- ☐ ARCHIE'S CHRISTMAS STOCKING #158
- ☐ BETTY & VERONICA CHRISTMAS SPECTACULAR #159
- ☐ THE WORLD OF ARCHIE #165
- ☐ BETTY & VERONICA SPECTACULAR #162

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE & ZIP _____ DEPT. 9/69

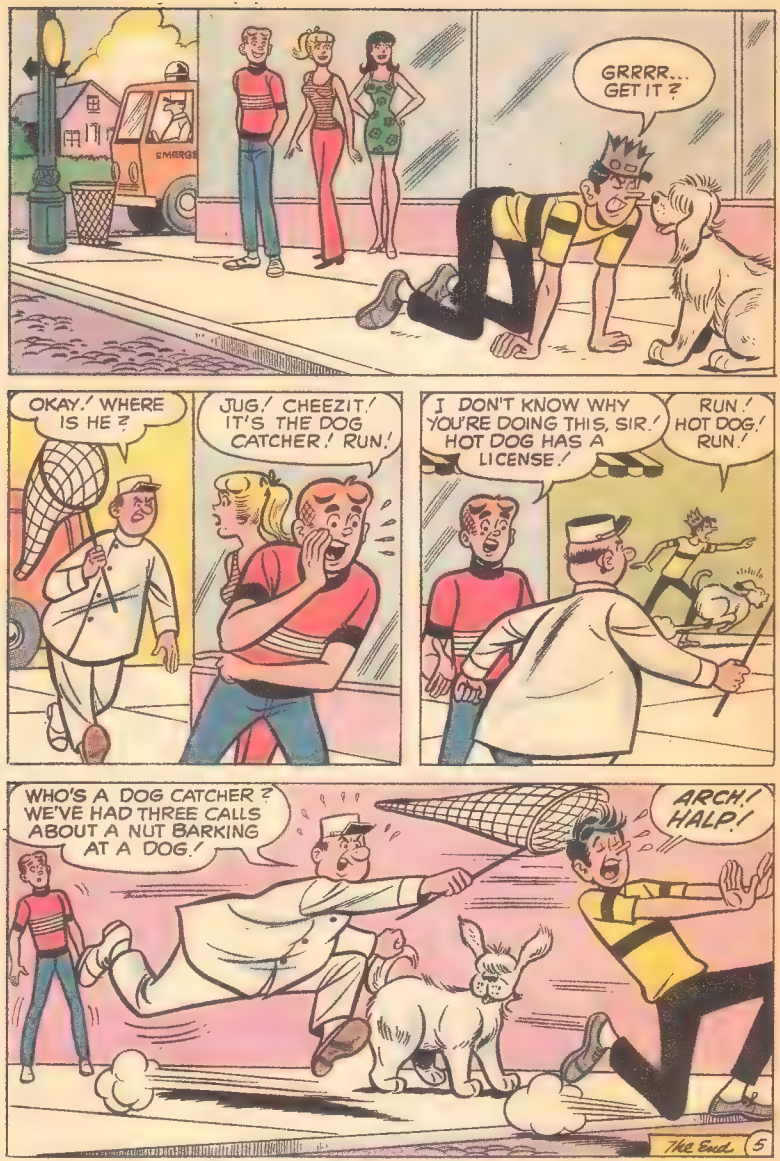
MAIL FOR YOUR CHOICE TODAY

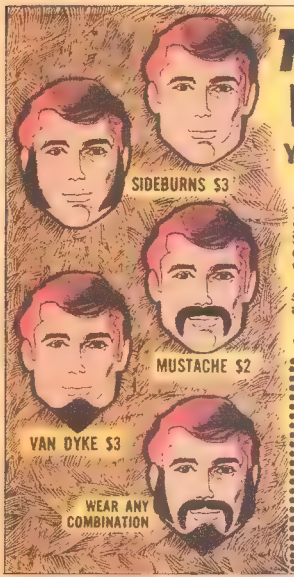
Jughead
-IN-
'GONE WRONG'
WHAT'S THE MATTER WITH HOT DOG?
I HAVEN'T SEEN A DUMB LOOK LIKE THAT SINCE RONNIE AGREED TO GO TO THE PROM WITH ARCHIE.'
PEACE
WHAT DO YOU THINK IT COULD BE?
THAT RONNIE IS GOING TO THE PROM WITH HOT DOG?
NO, DUMMY.' THAT HOT DOG HAS A GIRL FRIEND.'
YEH!

JUGGIE,/ WE JUST SAW HOT DOG./
AND, WE THINK HE'S GOT A GIRL FRIEND./
WHAT.!!? MY DOG HAS A GIRL FRIEND?!?!
HOT DOG./ COME HERE./ I'VE GOT TO HAVE A LONG TALK WITH YOU./
HOT DOG./ WHERE DID I GO WRONG?
?
AFTER ALL I DID FOR YOU... THIS IS HOW I GET PAID BACK./
SOB./
HE SOUNDS MORE LIKE MY MOTHER THAN MY MASTER./
Oooo
2

LATER...
JUG.! IT'S NOT THE END OF THE WORLD! CHEER UP!
THAT'S WHAT YOU SAY!
POOR ARCHIE IS TRYING TO CONSOLE JUGGIE!
THAT'S GOING TO TAKE A LOT OF CONSOLING!
I'M SURE ARCHIE CAN TAKE CARE OF EVERYTHING!
OF COURSE HE CAN!
I WOULDN'T WORRY ABOUT HOT DOG, JUG! IT'S A PERFECTLY NORMAL THING TO FEEL!
NOT FOR MY DOG IT ISN'T!
3

OKAY, HOT DOG,! WE'RE GOING TO HAVE TO GET DOWN TO SOME HARD CORE TRAINING FOR YOU.!
I WAS AFRAID OF THIS.!
NOW.! DO YOU KNOW WHAT TO DO WHEN YOU SEE A GIRL?
SMACK!
NO.! NO.! NO.! THAT'S NOT WHAT YOU DO.!
ARF.! ARF.! GROWL.! THAT'S WHAT YOU DO.!
DON'T WORRY ABOUT A THING.! JUGHEAD SAYS IT'S JUST A LITTLE TRAINING PROBLEM.!


GRRRR... GET IT?
OKAY! WHERE IS HE?
JUG! CHEEZIT! IT'S THE DOG CATCHER! RUN!
I DON'T KNOW WHY YOU'RE DOING THIS, SIR! HOT DOG HAS A LICENSE!
RUN! HOT DOG! RUN!
WHO'S A DOG CATCHER? WE'VE HAD THREE CALLS ABOUT A NUT BARKING AT A DOG!
ARCH! HALP!
The End.
5



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MAN INTERNATIONAL, 1800 N. HIGHLAND AVE., DEPT. E111, HOLLYWOOD, CALIF. 90028

Yes, I want to choose my appearance. Rush me items I have checked below. I must be completely satisfied or I may return merchandise for a full refund. Check items and color shade you want. If not sure of your hairshade, enclose hair sample.

SEND ME THESE ITEMS
☐ Mustache $2 ☐ Sideburns $3 ☐ Van Dyke $3 ☐ All items $5 (Save $3.00)

COLOR
☐ Black ☐ Light Brown ☐ Auburn (Red) ☐ Medium Brown ☐ Blonde ☐ Dark Brown ☐ Silver (Grey)

Name

Address

City State & Zip

10 WAY HAIRPIECE!

10 GLAMOUR STYLES +

MOD-VOGUE TAIL! The New MOD HAIRPIECE FOR LIMITLESS hair style flattery. IT GOES ON WHEN YOU GO OUT! Natural and real looking . . . Can be washed, shampooed, styled, cut and set like natural hair. FOR CASUAL OR ***Formal Wear*** 100% Glamorous **Dynel**. . . a big 18 inches in length.

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ETC.

COLOR MATCHED TO YOUR SAMPLE! Your hair is carefully matched by our expert! Include sample of your hair and leave the matching to us! MAIL COUPON NOW!

YOURS ONLY **$1** **FREE** New MOD-VOGUE illustrated hair style instructions included.

BE DOUBLY GLAMOUROUS! ORDER TWO GLAMORIZE BOTH SIDES!

Artist's version of one or more hair pieces in Use.

LOW INTRODUCTORY OFFER . . . $1. Be sure to include sample of hair and $1. (plus 25¢ postage and handling). Mail to — BEAUTY AIDS CO., 160 Amherst St., East Orange, N. J. 07018

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MONEY BACK GUARANTEE COUPON

BEAUTY AIDS CO., Dept. 176
160 Amherst St., East Orange, N. J. 07018

I enclose $1. (plus 25¢ postage and handling) and *hair sample!* Send the MOD-VOGUE HAIRPIECE postage prepaid. My money will be refunded in full if not 100% satisfied. Send ____ hairpiece I enclose $1. plus 25¢ postage and handling for each hairpiece ordered.

Name

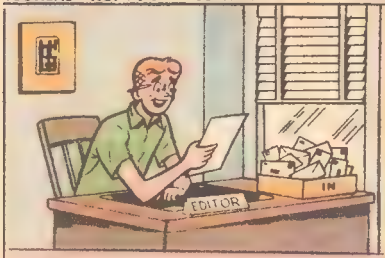
Street

City State Zip

Archie Club News

ARCHIE CLUB MEMBERS, send in your news reports and be eligible to win cash prizes in the Archie Series Magazines. Please address all letters and postcards to ARCHIE CLUB NEWS, 1116 First Ave., N.Y., N.Y 10021.

JUGHEAD NO. 173 SEPTEMBER MEMBERSHIP — TWENTY-FIVE CENTS



FIRST PRIZE — $5.00

REPORTER
MARK J. SPENCER
46 Glenwood Drive
North Kingstown, R.I. 02852

Dear Archie,

I think that the new Archie Show is the swingingest show yet to be shown on TV. I watched the show on the fifteenth, and I've watched every one since. The only way I can think of describing the show is that it is groovy man, groovy!

Every Friday night I set my clock for nine o'clock and when the alarm rings, I get up. I get up one hour earlier so that I can be in time for your show at ten.

I am quite impressed with your TV show. There are several reasons why I like it. One is that you have groovy music and you introduce a new dance every week. I learned the Bubble Gum. Another reason is that it's the only non-violent cartoon show with animated people straight from the comics. The best reason is that Archie has a great new album out. I like their music the best. I have your album and loads of your comics. I like Girls and Boys the best. It's groovy and I can dance to it too!

Well, I will have to say goodbye because your show is coming on right now. Say hello to the gang for me.

SECOND PRIZE — $3.00

REPORTER
CHERYL GLENN
5825 Rustic Knolls
Boulder, Colo. 80302

Dear Archie,

I have been watching your groovy show ever since it's been on television. There's only one problem—I want more!

As great as the Archies are they should be on at least an hour. I know others will agree.

I love your outrageous songs and tuff dances. Like wow you are just too much. The Archies are just the greatest thing that has happened to music.

THIRD PRIZE — $2.00

REPORTER
SHERRY PERRY
1126 Crossland Avenue
Clarksville, Tenn.

Dear Archie,

I'm writing you to tell you how much I love your singing. You have a very good musical group. I always wanted to be a singer. I am sixteen years old and love your group. My favorite songs are: Ride, Ride, Hide & Seek, Seventeen Ain't Young, and Feelin' So Good. I play your album all the time.

I watch your show every Saturday and I really like it. My brother has about at least a hundred of your comic books, and the whole family loves you.

FOURTH PRIZE — $1.00

REPORTER
PATTI SASSON
1106 Washington Avenue
Pelham Manor, N.Y. 10803

Dear Archie and the Gang.

I just want to tell you that I love your groovy show and your Archie comic books. I love Hot Dog and the whole gang. When I read the comics I used to imitate the voices as I thought they would be, but now I can hear their real voices. I love Clyde Didit and Bingo too. My friend has your album and I listen to it often. I can't wait until I get my own. Well, time for me to sign off because the Archie show is on.

FIFTH PRIZE — $1.00

REPORTER
ANDREA MAROPOULOS
3800 Highland
Berwyn, Illinois 60402

Dear Archie,

I love your new program. I think that it's the grooviest. I like Hot Dog a lot because it seems that he is always so smart.

I read all your comic books. I also have your new album and I love it. I play it every day. I dance all the dances that I learned on your program. As for your singing, it's just out of this world!

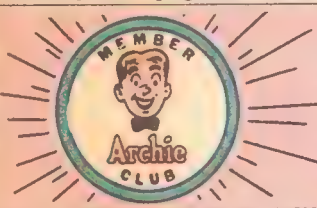
I have to go now. Bye.

SIXTH PRIZE — $1.00

REPORTER
MARTY CRIDDLE
Rt. 1, Box 131
Poplar Grove, Ark. 72374

Dear Archie,

I like to watch your show and I like the songs and dances too. I have an Archie album and I like to listen to it all the time. Your show is so good, I wish it was on all the the time. I am learning how to do your dances and I know all your songs by heart.



EVERY MEMBER GETS THIS OFFICIAL PRESS CARD AND BEAUTIFUL 4 COLOR BUTTON

Archie Club
THIS IS TO CERTIFY THAT
SIGNATURE OF MEMBER
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES
Archie Andrews
PRESS

Be An Archie Club MEMBER

eligible to win **cash prizes** and a **big byline** in an **Archie Series Comic!** By joining the **ARCHIE CLUB** as an **official reporter** . . . you get a **dressy**, colorful Official **ARCHIE CLUB BUTTON**, and a handsome, authentic **ARCHIE REPORTER PRESS CARD!**

Fill out this coupon now and mail it with 25c in coin (to cover cost of handling) to become an ARCHIE CLUB MEMBER and eligible to submit letters for cash prizes.

ARCHIE CLUB
1116 First Avenue, New York, N.Y. 10021

Dear Archie: Please enroll me as a member of the ARCHIE CLUB and send me a button and press card by return mail. I enclose 25c in coin to cover the cost of mailing and handling. Send to:

NAME _____ AGE _____
(PLEASE PRINT PLAINLY)

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

"HI! I'M JERI LAWRENCE— JERI OF HOLLYWOOD!"

LET ME BE YOUR PHOTO SCOUT! I'LL SEND

DIRECT FROM HOLLYWOOD TO YOU!

FREE STAR PHOTOS!

You get one, but TWO DIFFERENT PHOTOS of each one you select. You pay only $1. NO LIMIT!

Enjoy this thrilling new hobby... start or add to your collection now, with two different photos of each of your favorite stars! Big glossy prints! One studio portrait, plus one action photo! It's easy, it's fun: pick your favorite stars in this list!

Pick as many stars as you like!

Choose from these TOP STARS or any others! See instructions below.

Julie Andrews
Ann-Margret
Lucille Ball
Richard Basehart
Batman (Adam West)
Beatles (together)
George (alone)
John (alone)
Paul (alone)
Ringo (alone)
Brandon Boone
Angela Cartwright
Chris Cary
Larry Casey
Sean Connery
Robert Conrad
Bill Cosby
Robert Culp
Cesare Danova
James Darren
Henry Darrow
Phyllis Diller
Dino, Desi & Billy
James Doohan
James Drury
Patty Duke
Barbara Eden
Ron Ely
Linda Evans
Sally Field
Annette Funicello
Chris George
Lorne Greene
Luke Halpin
Ron Harper
Jonathan Harris
Noel Harrison
David Hemmings
Herman's Hermits
David Janssen
Jan Murray
Saji Khan
De Forest Kelly
Walter Koenig
Marta Kristen
Martin Landau
Michael Landon
Jeri Lawrence
Jerry Lewis
John Leyton
June Lockhart
Richard Long
Lee Majors
Cheryl Miller
Hayley Mills
Cameron Mitchell
Monkees (together)
David Jones
Micky (alone)
Mike (alone)
Peter (alone)
Liz Montgomery
Billy Mumy
David McCallum
Doug McClure
Peter McEnery
Tom Nardini
Paul Newman
Nichelle Nichols
Leonard Nimoy
Jay North
Rian O'Nea
Stefanie Powers
Elvis Presley
Bob Random
Gary Raymond
Shelah (Burt) Ward
William Shatner
Nancy Sinatra
Mark Slade
Rudi Solari
Robert Vaughn
Robert Wagner
Robert Wo[illegible]
[illegible] from Zombies

FAN CLUB MEMBERSHIPS FOR ANY OF THE STARS LISTED! You get... and receive lots and lots of photos (candid and posed) plus a beautifully printed membership card. Lifetime membership fee only $1. Add 25¢ for postage and handling.

POSTERS 22" x 34"

Now ready for immediate delivery of the following STARS only

1 The Monkees
2 David Jones
3 Mickey Dolenz
4 Stefanie Powers
5 [illegible]
6 Mario Thomas
7 David McCallum
8 William Shatner
9 Leonard Nimoy
10 Billy Mumy
11 Julie Andrews
12 Dino, Desi & Billy
13 Judy Field
14 Elvis Presley

PRICE $1 each plus 25¢ for postage and handling

INSTRUCTIONS: 1. Print the names of your favorite stars you want to obtain on a sheet of paper. 2. For each name you select, enclose 25¢ to cover mailing & handling (for both photos plus mailing & special service, enclose 25¢ extra) 3. Print your name and address clearly.

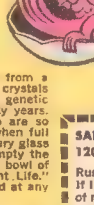
Mail to me at this address.

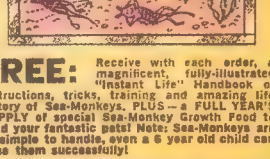
JERI OF HOLLYWOOD
DEPT. E111
7551 MELROSE AVENUE
HOLLYWOOD, CALIF. 90046

GROW AMAZING LIVE SEA-MONKEYS!®

"Just Add Water— you've got "INSTANT LIFE"®

ONLY $1.00





Yes, it's the living truth! In only five minutes you will actually hatch a whole tumbling, playful, happy troupe of Sea-Monkeys that are even more fun than a zoo full of chattering, howling jungle monkeys! World's most amazing new pet, children and adults alike will laugh and thrill with wonderful excitement. Watch the comic antics of these fantastic underwater buffoons that are really alive. Any minute of the day or night, you'll see them chase one another in a playful game of tag. The loser gets caught by his tail and is spun in a dizzy circle. See the "showoffs" turn cartwheels of joy in the water... see the ticklish ones "scratch" each other's backs. Watch them swim singly or in ever-changing graceful formations, creating a five sea-circus.

Watch the Miracle of Life

These genuine living sea animals begin life from a seemingly inanimate handful of glittering crystals which contain the secret of life. A fantastic genetic material that stays alive for as long as twenty years. And these delightful pets that are born alive are so tiny... only three-quarters of an inch long when full grown, you raise an entire troupe in an ordinary glass of water from your sink. It's so safe, just empty the package of crystals we send you into the fish bowl of water and you will immediately see "Instant Life." Best of all, you can create a whole new brood at any time, to give as gifts or sell if you wish

They Obey Your Silent Commands

You can actually make these marvelous Sea Monkeys behave like a bunch of trained seals as they follow a beam of light anywhere. Just darken the room and watch them follow a flashlight or candle beam forward, backward, sideways or around like a pack of happy kids playing Follow the Leader. So don't delay! Order now. Only $1.00 plus 25¢ shipping charges complete

SALES UNLIMITED 120 EAST 56TH STREET N. Y., N. Y. 10022

FREE: Receive with each order, a magnificent, fully-illustrated "Instant Life" Handbook of instructions, tricks, training and amazing life history of Sea-Monkeys. PLUS — a FULL YEAR'S SUPPLY of special Sea-Monkey Growth Food to Feed your fantastic pets! Note: Sea-Monkeys are so simple to handle, even a 6 year old child can raise them successfully!

MONEY BACK GUARANTEE

SALES UNLIMITED DEPT. AR-8
120 EAST 56TH STREET NEW YORK, N.Y. 10022

Rush me my kit(s) for hatching my live Sea-Monkeys at once. If I am not 100% delighted, I may return it for prompt refund of my purchase price.

I enclose $1 plus 25¢ ship. charges for each kit. Send ___ kit(s).

☐ Cash ☐ Check ☐ Money Order.

Total amount enclosed $___ (No C.O.D.'s please)

Name_____

Address_____

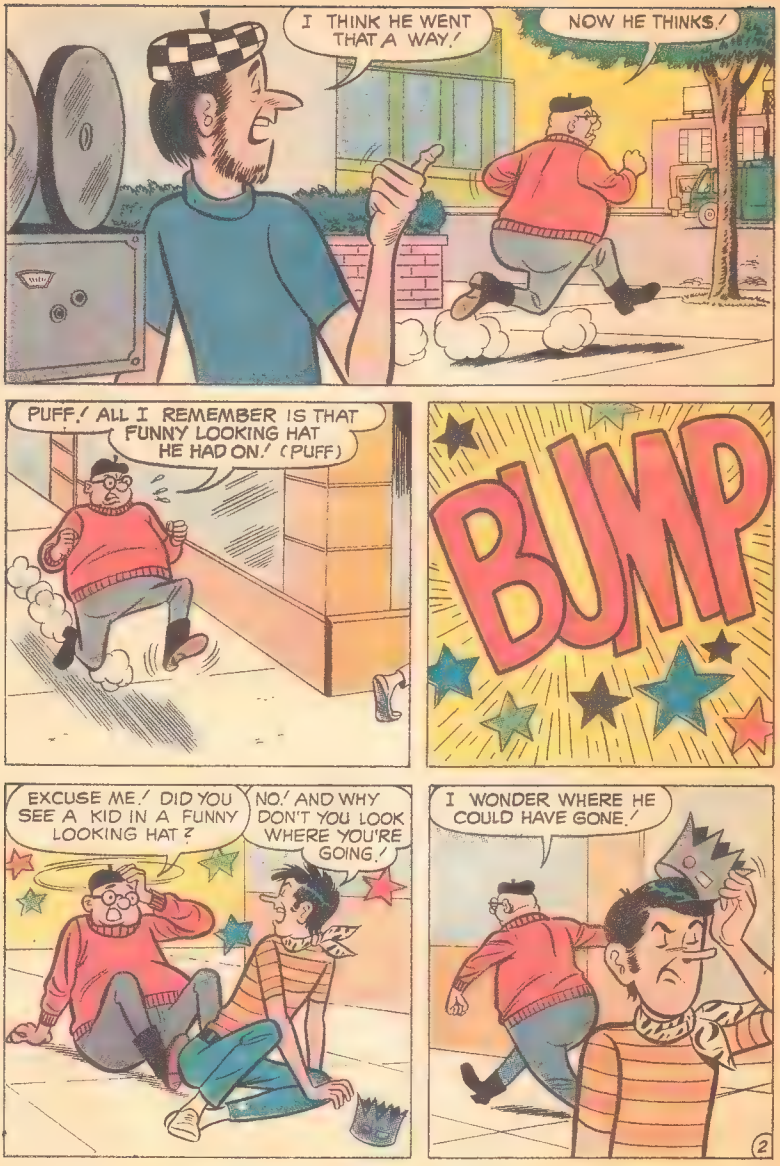
City_____ State_____ Zip_____

Copyright 1968

Jughead
-in- "The RELEASE"
HEY, MAC,/ WATCH WHERE YOU'RE GOING./
CHIEF,/ THAT KID JUST WALKED IN THE BACKGROUND OF OUR SHOT,/ AND, I DON'T HAVE ANY MORE FILM LEFT./
A GREAT TELEVISION COMMERCIAL RUINED BY A DUMB KID./
HE'S ONLY IN THE BACKGROUND./ MAYBE NO ONE WILL NOTICE HIM./
BESIDES, THINGS LIKE THIS HAPPEN WHEN WE SHOOT ON STREET LOCATION./
OKAY./ WE'LL USE HIM./ I'LL HAVE TO GET HIM TO SIGN A RELEASE./

ARCHIE SERIES

ONLY ARCHIE SERIES COMIC BOOKS CARRY THIS TRADE MARK!


I THINK HE WENT THAT A WAY!
NOW HE THINKS!
PUFF! ALL I REMEMBER IS THAT FUNNY LOOKING HAT HE HAD ON! (PUFF)
BUMP
EXCUSE ME! DID YOU SEE A KID IN A FUNNY LOOKING HAT?
NO! AND WHY DON'T YOU LOOK WHERE YOU'RE GOING!
I WONDER WHERE HE COULD HAVE GONE!
2

THERE YOU ARE! SIGN THIS RELEASE WILL YA?
WHAT'S HE TALKING ABOUT, JUG?
OH, I ACCIDENTALLY WALKED INTO HIS MOVIE!
JUST SIGN, PLEASE!
JUGGIE! I THINK YOU SHOULD CHECK WITH DADDY'S LAWYER BEFORE YOU SIGN ANYTHING!
THAT'S A GREAT IDEA, RONNIE! LET'S GO, JUG!
WELL, DID YOU GET THE RELEASE, CHIEF?
PIZ
GRRR!
A SIMPLE "NO" WOULD HAVE DONE IT, CHIEF!
SORRY, AL! BUT THAT KID HAS ME UP A TREE!
I KNOW WHAT YOU MEAN, CHIEF!
3

YOU MEAN HE MADE THE FLICKS?
HOW DOES IT FEEL TO BE IN THE MOVIES, JUGGIE?
I WISH I COULD GET INTO THE MOVIES!
NOTHING TO IT, BETTY!
MAY I HAVE YOUR AUTOGRAPH, MR. JONES?
SURE THING, KID!
ME TOO, JUGGIE!
OF COURSE, BETTY!
WOULD YOU SIGN THIS PAPER, PLEASE?
THAT'S A PRETTY SNEAKY WAY TO TRY AND GET ME TO SIGN THAT RELEASE!
4

BUT, YOU'VE GOT TO SIGN! I CAN'T AFFORD TO SHOOT THAT SCENE OVER!
HERE'S THE CONTRACT MY FRIENDS LAWYER MADE UP FOR ME! READ IT!
TRIP
HMPH! I'VE DEALT WITH STARS WHO WEREN'T THAT TEMPERAMENTAL!
THIS IS A MARVELOUS CONTRACT!! YIPEEE!
I HAVE TO ADMIT YOUR TERMS WERE QUITE REASONABLE! YESSIR! ANYTIME YOU WANT TO WALK THROUGH ONE OF MY FILMS, JUST SAY THE WORD!
CHOMP!
CHOMP!
CHOMP!
The End
5

BASEBALL FANS ARE CRAZY

about this true-to-life BASEBALL GAME

• PITCHING • HITTING • FIELDING • RUNNING • MANAGING

Easy to play, real thrilling, exciting baseball with STRAT-O-MATIC. 400 big league players perform according to their actual abilities and your managerial decisions.

You, the manager, not only decide lineups, insert pinch-hitters, pinch-runners, and relief pitchers, play your infield "in or deep," and make defensive changes at any time, but also call for the sacrifice, steal, hit-and-run, and squeeze-play. All strategy moves are possible with STRAT-O-MATIC.

You have real control over all 400 major league players — who actually hit, pitch, field, and run according to their baseball abilities.

Each player has truly individual qualities. He slumps and goes into hot streaks, performs heroics and commits errors. With STRAT-O-MATIC all qualities of a ballplayer are realistic.

If you like baseball, you'll love to play STRAT-O-MATIC

Get the entire story. Mail coupon for a colorful FREE BROCHURE containing complete information and FREE SAMPLES today! Offer limited. Don't delay. Write today while supply lasts!

FANS RAVE

Here are just a few of the hundreds of letters we receive every week, from baseball fans aged 8 to 80, from coast to coast!

STRAT-O-MATIC BASEBALL is the best baseball game I ever have had. Kids swamp over the back porch to play this game! Boy, it is a lot of fun! Thank you for making such a wonderful game. —*P. C., Attleboro, Mass.*

Just like real baseball. It is fun to play. —*G. V., Cincinnati, O.*

As close to realism as one can get and therefore far more superior to other competing baseball games. —*F. T., Manila, P.I.*

Although it's fantastically realistic, it's also very simple to play. —*A. F., Los Angeles, Calif.*

I'm one hundred percent satisfied with it. The game provides hours of fun for me and my friends. It's very realistic, and true to life. —*C. H., Lanett, Ala.*

The best baseball game. It is realistic and yet not too difficult to play. —*P. M., Port Huron, Mich.*

Thank you for creating such an exciting yet realistic game and putting a shine to what might have been a boring summer. —*N. S., Los Angeles, Calif.*

Boys are waiting in line to play the game! —*A. H., Chicago, Ill.*

It has given me more pleasure than any other game. —*S. E., Rossville, Ind.*

The most exciting and fun game ever. —*L.S.; Boston, Mass.*

It is so stupendous, words can't explain. —*J. R., Brooklyn, N. Y.*

Best on the market. —*J. E., Miami, Fla.*

Has given me more enjoyment than I have ever had from any one thing in my entire life. It's worth its weight in gold. As I love baseball, this game gives me something enjoyable to do during the off seasons as well as during the season. —*S. C., Temple City, Calif.*

STRAT-O-MATIC GAME CO., Inc., Box 541, Great Neck, N. Y. 11020

MAIL COUPON NOW FOR FREE Sample Offer!

STRAT-O-MATIC GAME CO., Inc., Dept. 599, Box 541, Great Neck, N.Y. 11020

Send exciting **FREE STRAT-O-MATIC** Baseball Game offer and samples. I enclose 10 cents in coin or stamps to cover postage and handling.

Name _____

Address _____

City _____ State _____ Zip _____

Be a Sales Leader Who Picks the Prizes

Fabulous

or Chooses the Cash

$100 a box

for Selling the Personalized Christmas Cards

They're in

that Sell Themselves

FROM FREE ALBUM

You Win!

Join Sales Leadership Club

EXTRA BONUS
Free Gifts For Re-Orders!

JOIN THE CLUB THAT GIVES YOU MORE . . .

- **FREE ALBUM** of Actual Christmas Cards — Yours to Keep!
- **AMAZING VALUE** top quality cards with **NAME IMPRINTED FREE** for **LESS THAN 6¢ EACH!**
- **FINEST SELECTION FOR EVERYONE** — Sell Faster, Easier!
- **NO BOXES TO CARRY OR RETURN!**
- **NO RISK — NO OBLIGATION — NO INVESTMENT!**

IT'S EASY TO BE A SALES LEADER GET FABULOUS PRIZES OR CASH

Just fill in postage-free coupon and mail at once — no envelope necessary! We'll enroll you as a club member and rush everything needed to start you on the way to earning the prizes of your choice — ALL AT NO COST TO YOU!

For many years, thousands like you have followed this Sales Leadership Club plan to success just by showing our easy-to-carry Personalized Christmas Card Album to friends, relatives, neighbors and businessmen. The beautiful cards practically sell themselves . . . so you take orders at the bargain price of only $2.95 per box, containing as many as 50 cards, depending upon designs selected — EACH CARD WITH NAME IMPRINTED FREE!

Many valuable prizes can be yours for selling ONLY 6 BOXES, and there's no limit to the number you can earn! If you prefer cash instead of a prize, you may keep $1.00 for each box sold. That's all there is to it! GET STARTED TODAY — THE PROVEN SALES LEADERSHIP WAY!

Life Is Great When You're A Winner. Everyone Who Tries Can Win!

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY MAIL
First Class Permit No. 3105, Springfield, Mass.

SALES LEADERSHIP CLUB
Dept. S9A6
Springfield, Mass. 01101

Fold Over ↑ Don't Cut! Just Seal (Paste, Staple or Scotch Tape)

Enroll me as a member. Rush FREE Membership Card, Christmas Card Album, Prize Catalog and full details on how to earn prizes or cash.

Name _____

Address _____ Apt. No. _____

City _____ State _____ Zip _____

Just A Few Of Our Terrific Prizes In Free Catalog

DO YOU NEED EXTRA MONEY?

NEW!
SATIN SPLENDOR
CHRISTMAS ASSORTMENT
21 really deluxe cards
Excitingly different

NEW!
PRECIOUS PETS
ALL OCCASION
ASSORTMENT
10 delightful animals reproduced as giant size cards suitable for framing

It costs you nothing to try

$100.00 IS YOURS

for selling only 100 boxes of our new Satin Splendor Christmas Card assortment. You make $1.00 for selling 1 box, $2.00 for 2 boxes, $10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Christmas Cards. Cut out entire Business Reply Coupon below—mail it today —and we will send you immediately leading boxes on approval —plus FREE samples of personalized Christmas Cards and stationery. No experience necessary.

NEW!
DELUXE CHRISTMAS GIFT WRAPPING ASSORTMENT
18 gay colorful large sheets. Terrific

NEW!
RADIANT ROSES
STATIONERY ENSEMBLE
Lovely rich vellum sheets with matching envelopes

FREE SAMPLES
PERSONALIZED CHRISTMAS CARDS, STATIONERY and CATALOG OF MANY EXTRA LINES

FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW • No Stamp Necessary

IT COSTS YOU NOTHING TO TRY

Last year some folks made only $25 to $50 while others made $150—$250—$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW, FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY - No Stamp Necessary

Cut Along Dotted Line

THIS ENTIRE FOLD-OVER COUPON FORMS A NO-POSTAGE-REQUIRED BUSINESS REPLY ENVELOPE

CHEERFUL CARD COMPANY, Dept. V-8
White Plains, New York 10606

YES, RUSH MY CHRISTMAS CARD SAMPLE KIT

I want to make extra money. Please rush me immediately leading boxes on approval for 30 day free trial plus FREE samples of personalized Christmas cards and stationery, FREE 80-page Full Color Catalog of money-making Gift Items and everything I need to start making money the day my sales kit arrives. As a Cheerful Dealer I will also be privileged to receive additional FREE money-making literature, catalogs, special offers and seasonal samples on approval as they become available.

Fill in your name and address below — No stamp necessary

Name_____ PLEASE PRINT

Address_____ Apt. No._____

City_____ State_____ Zip Code_____

If writing for an organization, give its name here_____

DO NOT CUT HERE — JUST FOLD OVER, SEAL AND MAIL THIS ENVELOPE—NO STAMP NECESSARY

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY MAIL
First Class Permit No. 589, White Plains, New York

CHEERFUL CARD COMPANY
20 Bank Street
White Plains, New York 10606

Dept. V-8